



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Applicant : Thomas J. Perkowski  
Serial No. : 09/716,848  
Filing Date : November 17, 2000  
Title of Invention : WEB-BASED CONSUMER PRODUCT INFORMATION AND  
MARKETING COMMUNICATION NETWORK WHICH  
ENABLES BRAND MANAGEMENT TEAM MEMBERS TO  
DELIVER COMPOSITE BRAND IMAGES TO CONSUMERS  
AT POINTS OF SALE USING PROGRAMMABLE MULTI-  
MODE VIRTUAL KIOSKS (MMVKS)  
Examiner : Jeffrey Carlson  
Group Art Unit : 3622  
Attorney Docket : 100-058USA000

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office Action mailed August 28, 2006, Applicant hereby submits the following amendments to the same:

AMENDMENT OF THE TITLE:

Please amend the Title to Invention to read as follows:

--WEB-BASED NETWORK FOR MANAGING AND DELIVERING CONSUMER PRODUCT MARKETING AND MERCHANDISING COMMUNICATIONS TO CONSUMERS ALONG ELECTRONIC COMMERCE (EC) ENABLED MARKET SPACE ON THE WORLD WIDE WEB (WWW), INCLUDING EC-ENABLED WWW-SITES, EC-ENABLED STORES AND EC-ENABLED ONLINE PRODUCT CATALOGS, USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED PARTIES--